

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WRAL-TV

Raleigh NC

Date:

10/25/12

I, HEIDI GUERRAbeing/on behalf of: NEAL HUNT, a legallyqualified candidate of the REPUBLICAN politicalparty for the office of: STATE SENATEin the GENERALelection to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Total Charges: \$79,520 GROSS

/ \$ 67,592 net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

N/A

I represent that the payment for the above described broadcast time has been furnished by:

NEAL HUNT FOR NC SENATE

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

LOU R CANSLER

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/25/12

Date

HEIDI GUERRA

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Dave Lyles
Signature

Dave Lyles
Printed Name

Sales Manager
Title

CONTRACT

WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

And:

Innovative Advertising
403 N. Columbia St.
Covington, LA 70433

Contract / Revision 119837 /		Alt Order #
Product Neal Hunt for State Senate		
Contract Dates 10/25/12 - 11/06/12	Estimate # 1033	
Advertiser Neal Hunt - NC Senate		Original Date / Revision 10/24/12 / 10/24/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WRAL	Account Executive Cheryl Blair	Sales Office Washington Tel
Special Handling CIA - Mark PAID		
Demographic Adults 25-54		
		Total Ratings 391.50
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	10/25/12	11/06/12	WRAL 5:30AM News	530-6a		:30				NM	9	\$13,500.00
CLASS 1 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$1,500.00	3.20			
Week:		10/29/12	11/04/12	MTWTF--				5	\$1,500.00	3.20			
Week:		11/05/12	11/11/12	MT-----				2	\$1,500.00	3.20			
N 2	WRAL	10/25/12	11/06/12	WRAL 4:30am News	4:30a - 5am		:30				NM	9	\$2,025.00
CLASS 1 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$225.00	0.60			
Week:		10/29/12	11/04/12	MTWTF--				5	\$225.00	0.60			
Week:		11/05/12	11/11/12	MT-----				2	\$225.00	0.60			
N 3	WRAL	10/25/12	11/06/12	Noon News	12p-1p		:30				NM	8	\$6,400.00
CLASS 2 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$800.00	4.90			
Week:		10/29/12	11/04/12	MTWTF--				5	\$800.00	4.90			
Week:		11/05/12	11/11/12	MT-----				1	\$800.00	4.90			
N 4	WRAL	10/25/12	11/06/12	Young and the Restless	4-5p		:30				NM	8	\$12,800.00
CLASS 2 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$1,600.00	7.10			
Week:		10/29/12	11/04/12	MTWTF--				5	\$1,600.00	7.10			
Week:		11/05/12	11/11/12	MT-----				1	\$1,600.00	7.10			
N 5	WRAL	10/25/12	11/04/12	NFL Football (Early)	1p - 4:30p		:30				NM	2	\$3,560.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,780.00	28.50			
Week:		10/29/12	11/04/12	-----S				1	\$1,780.00	28.50			
N 6	WRAL	10/25/12	11/06/12	WRAL 5am News	5am - 5:30a		:30				NM	7	\$2,800.00
CLASS 3 CANDIDATE R9.26													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

Contract / Revision	Alt Order #
119837 /	

Contract Dates	Product	Estimate #
10/25/12 - 11/06/12	Neal Hunt for State Sena	1033

Advertiser	Original Date / Revision
Neal Hunt - NC Senate	10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week:		10/22/12	10/28/12	---TF--				2	\$400.00	2.60			
Week:		10/29/12	11/04/12	MTWTF--				3	\$400.00	2.60			
Week:		11/05/12	11/11/12	MT-----				2	\$400.00	2.60			
N 7	WRAL	10/25/12	10/28/12	WRAL AM News	6-7a		:30				NM	2	\$1,800.00
CLASS 3 CANDIDATE R9.26													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week:		10/22/12	10/28/12	---TF--				2	\$900.00	4.90			
N 8	WRAL	10/25/12	11/06/12	5:00 First News	5-530p		:30				NM	6	\$10,680.00
CLASS 3 CANDIDATE R9.26													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week:		10/22/12	10/28/12	---TF--				2	\$1,780.00	8.30			
Week:		10/29/12	11/04/12	MTWTF--				3	\$1,780.00	8.30			
Week:		11/05/12	11/11/12	MT-----				1	\$1,780.00	8.30			
N 9	WRAL	10/25/12	11/06/12	5:30 News	530-6p		:30				NM	6	\$10,680.00
CLASS 3 CANDIDATE R9.26													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week:		10/22/12	10/28/12	---TF--				2	\$1,780.00	8.40			
Week:		10/29/12	11/04/12	MTWTF--				3	\$1,780.00	8.40			
Week:		11/05/12	11/11/12	MT-----				1	\$1,780.00	8.40			
N 10	WRAL	10/25/12	11/06/12	6pm News (M-F)	6-630p		:30				NM	6	\$13,350.00
CLASS 3 CANDIDATE R9.26													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week:		10/22/12	10/28/12	---TF--				2	\$2,225.00	10.30			
Week:		10/29/12	11/04/12	MTWTF--				3	\$2,225.00	10.30			
Week:		11/05/12	11/11/12	MT-----				1	\$2,225.00	10.30			
N 11	WRAL	10/25/12	10/28/12	WRAL 6a News Sat	6-8a		:30				NM	1	\$150.00
CLASS 4 CANDIDATE R9.26													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week:		10/22/12	10/28/12	-----S-				1	\$150.00	3.30			
N 12	WRAL	10/27/12	10/27/12	On The Record 730-8p	730-8p		:30				NM	1	\$265.00
CLASS 3 CANDIDATE R9.26													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week:		10/22/12	10/28/12	-----S-				1	\$265.00	2.20			
N 13	WRAL	10/27/12	11/04/12	CBS Sunday Morning	9-1030a		:30				NM	2	\$1,470.00
CLASS 2 CANDIDATE R9.26													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week:		10/22/12	10/28/12	-----S				1	\$735.00	4.40			
Week:		10/29/12	11/04/12	-----S				1	\$735.00	4.40			
Totals										391.50		67	\$79,480.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	22	\$25,350.00	\$21,547.50
10/29/12 - 11/06/12	45	\$54,130.00	\$46,010.50
Totals	67	\$79,480.00	\$67,558.00

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<u>Contract / Revision</u>	<u>Alt Order #</u>
119837 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/25/12 - 11/06/12	Neal Hunt for State Sena	1033

<u>Advertiser</u>	<u>Original Date / Revision</u>
Neal Hunt - NC Senate	10/24/12 / 10/24/12

Signature: _____ **Date:** _____

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